OIPE
JAN 26 2006
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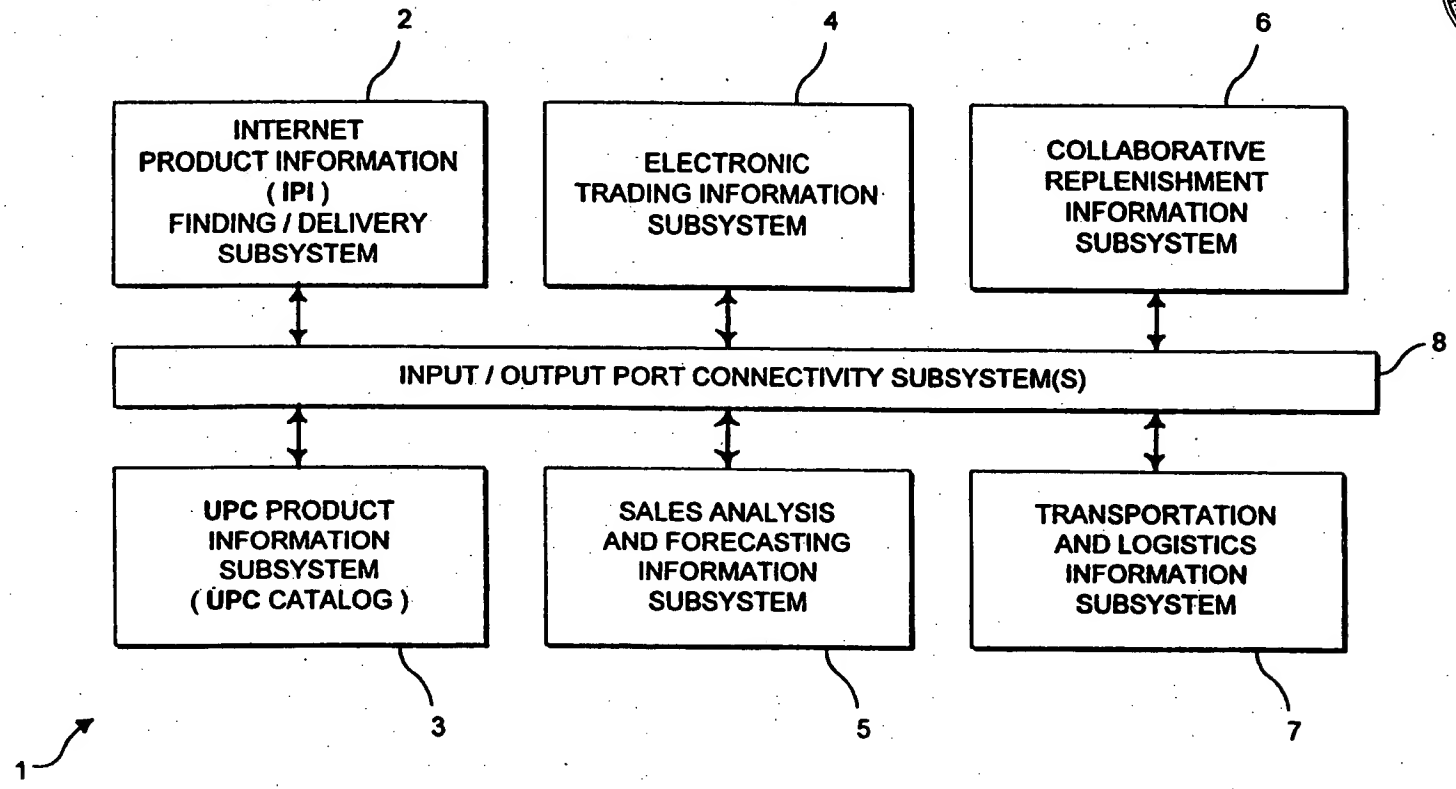


FIG. 1

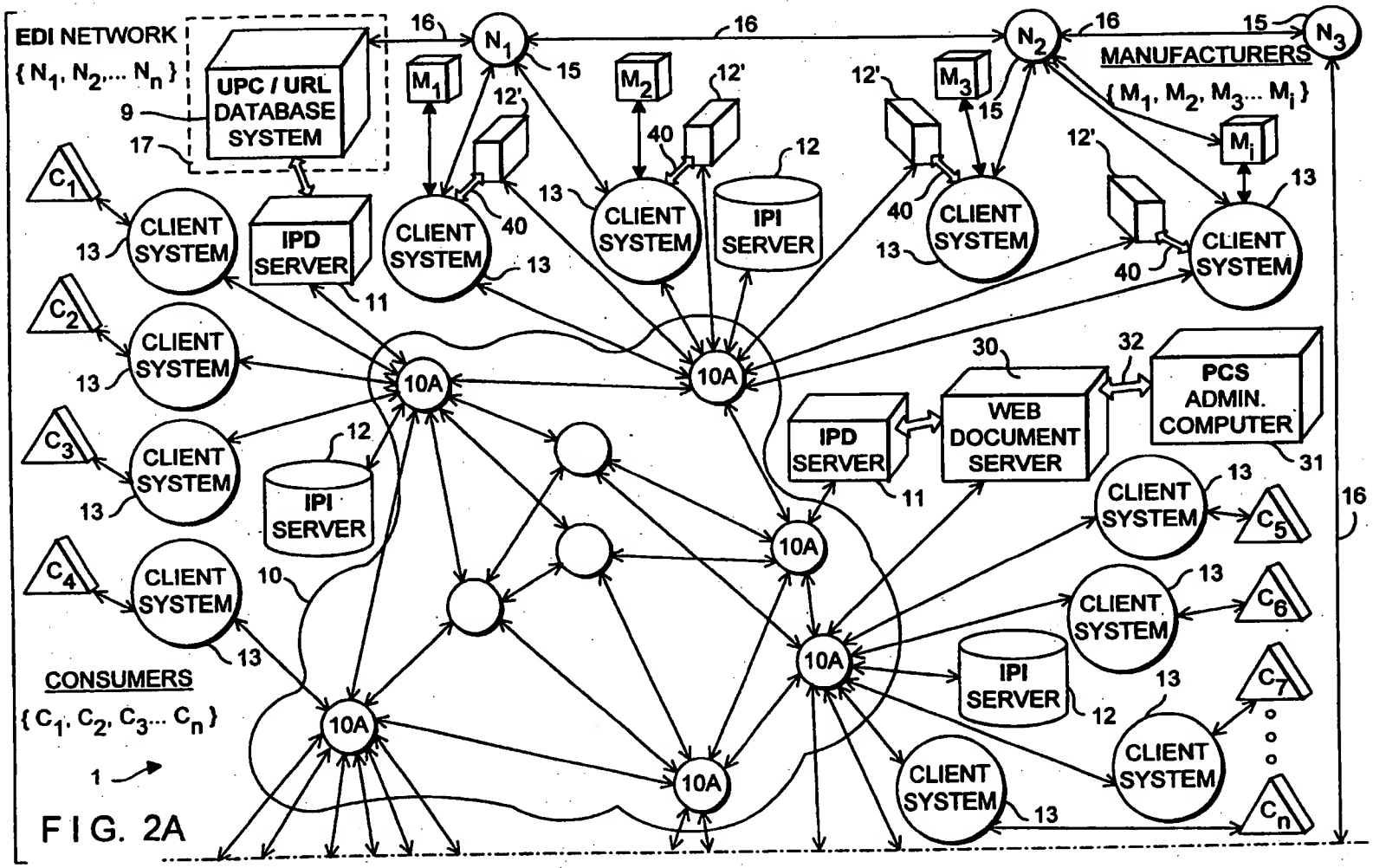

EDI NETWORK
{ N1, N2,... Nn }
UPC / URL DATABASE SYSTEM
9
17
16
N1
16
N2
16
15
N3
MANUFACTURERS
{ M1, M2, M3... Mi }
M1
M2
M3
Mi
12'
15
40
12
13
C1
C2
C3
C4
CLIENT SYSTEM
IPD SERVER
11
IPI SERVER
10A
30
WEB DOCUMENT SERVER
32
PCS ADMIN. COMPUTER
31
C5
C6
C7
Cn
10
CONSUMERS
{ C1, C2, C3... Cn }
1
16

FIG. 2A

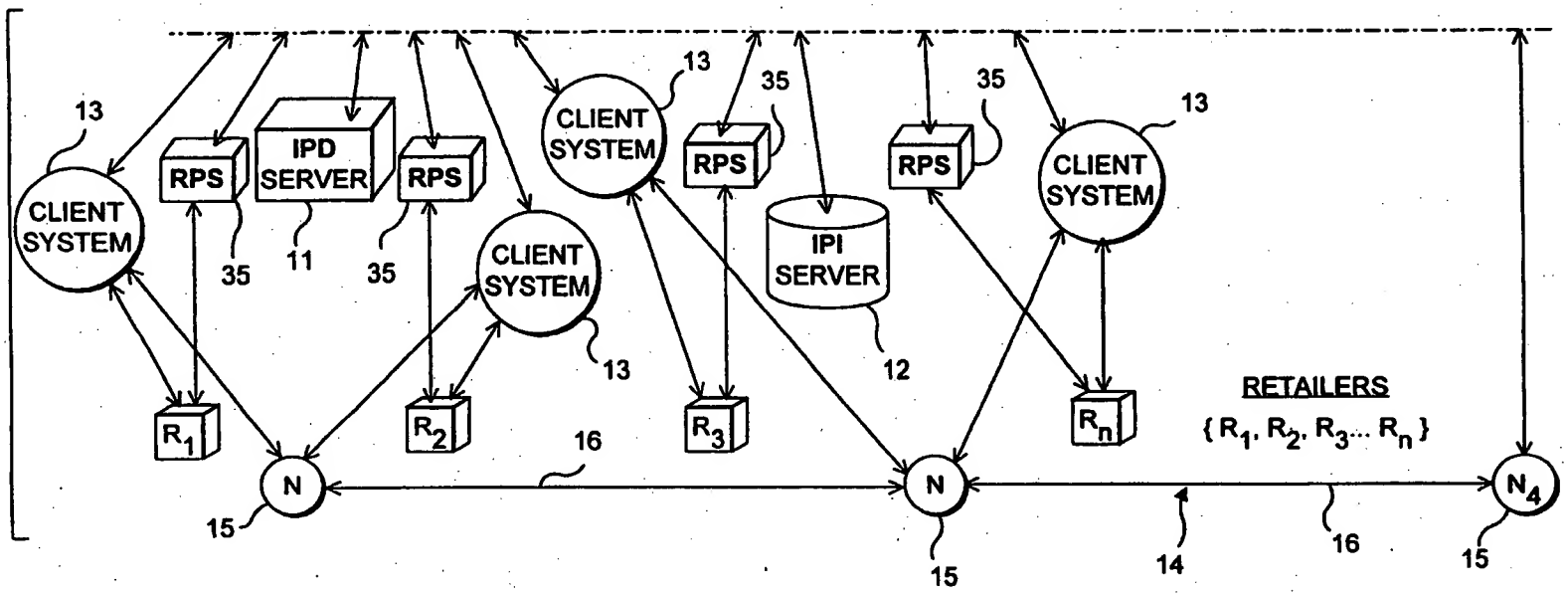

CLIENT SYSTEM
13
RPS
35
IPD SERVER
11
RPS
35
CLIENT SYSTEM
13
CLIENT SYSTEM
13
RPS
35
IPI SERVER
12
RPS
35
CLIENT SYSTEM
13
R1
R2
R3
Rn
RETAILERS
{R1, R2, R3... Rn}
N
15
16
N
15
14
16
N4
15

FIG. 2B

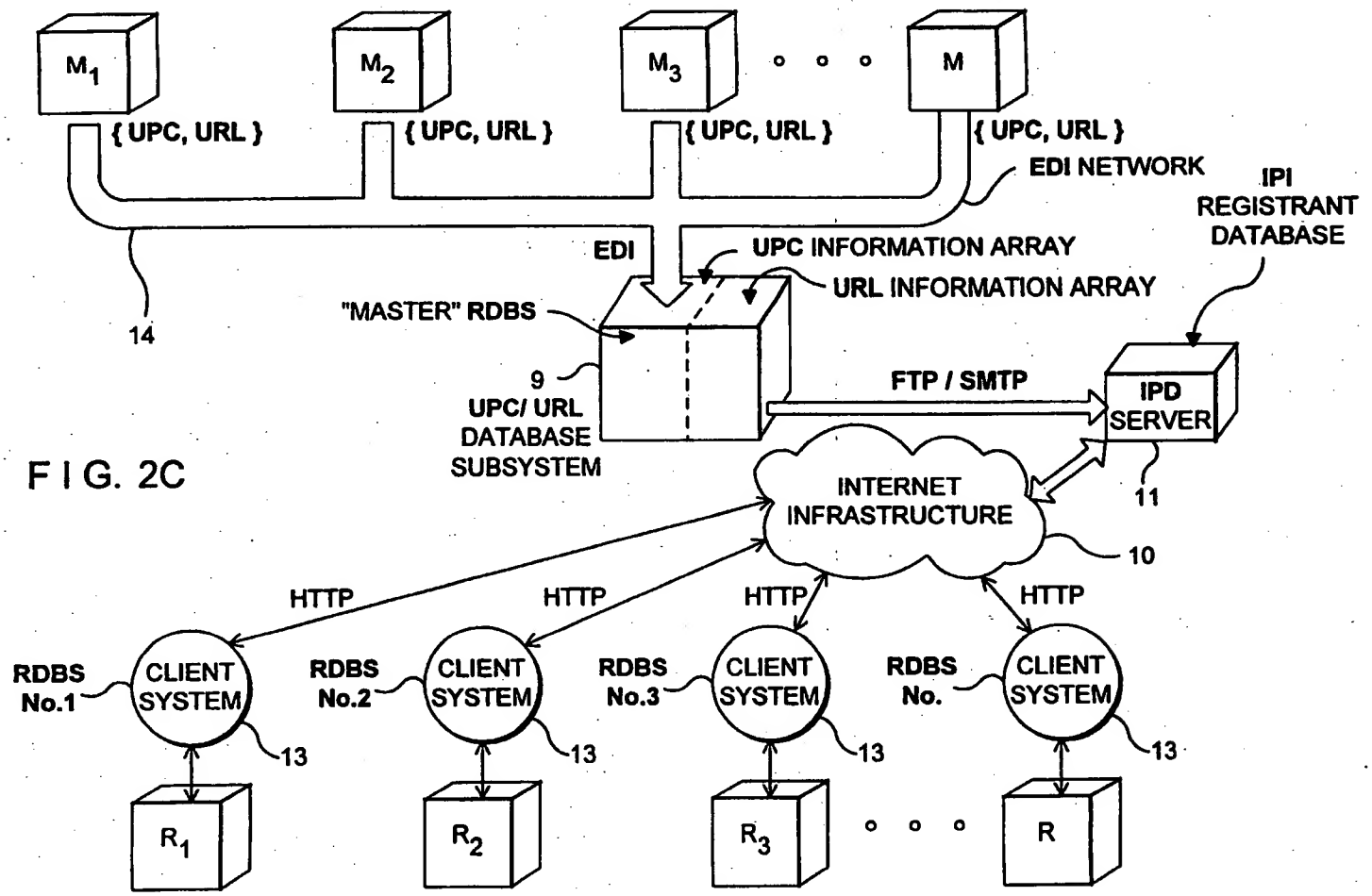

M1
M2
M3
M
{ UPC, URL }
{ UPC, URL }
{ UPC, URL }
{ UPC, URL }
EDI NETWORK
IPI REGISTRANT DATABASE
14
EDI
UPC INFORMATION ARRAY
URL INFORMATION ARRAY
"MASTER" RDBS
9
UPC/ URL DATABASE SUBSYSTEM
FTP / SMTP
IPD SERVER
11
INTERNET INFRASTRUCTURE
10
HTTP
HTTP
HTTP
HTTP
RDBS No.1
CLIENT SYSTEM
13
RDBS No.2
CLIENT SYSTEM
13
RDBS No.3
CLIENT SYSTEM
13
RDBS No.
CLIENT SYSTEM
13
R1
R2
R3
R

FIG. 2C

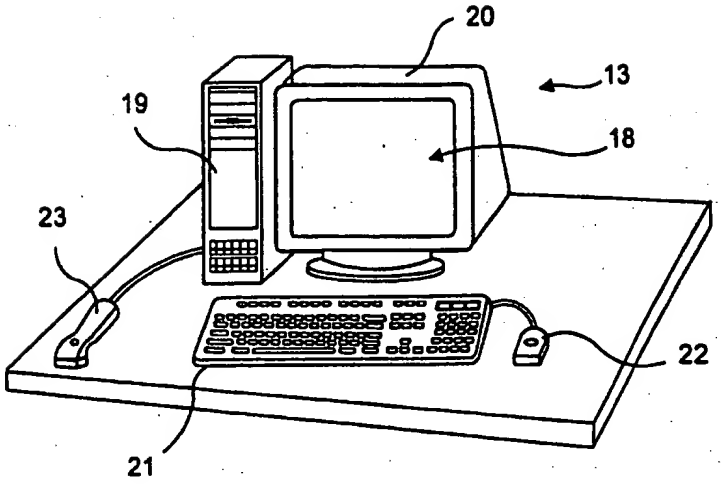


FIG. 3A1

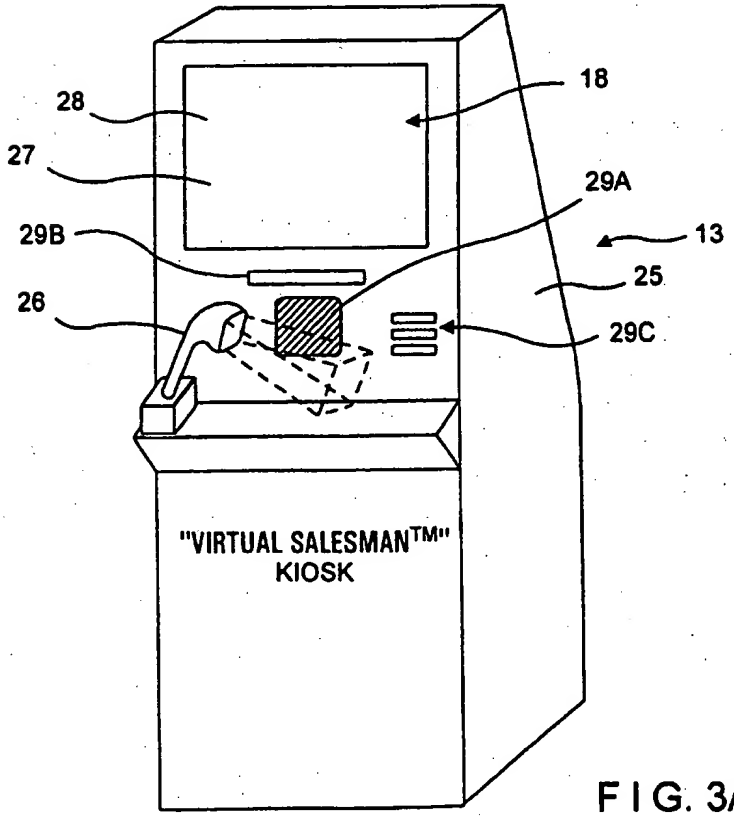


FIG. 3A2

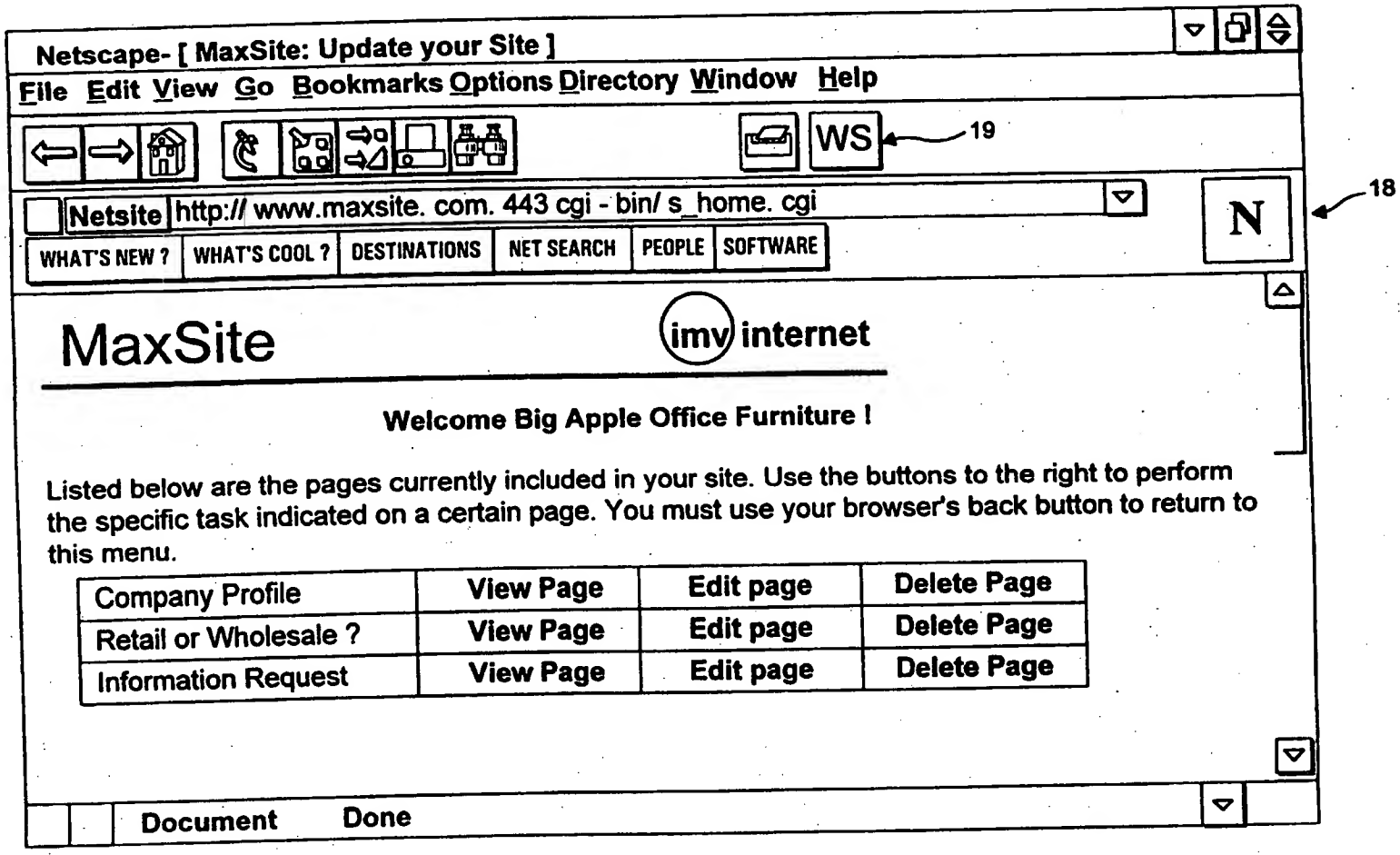

Netscape- [MaxSite: Update your Site]
File Edit View Go Bookmarks Options Directory Window Help
WS
19
Netsite http:// www.maxsite. com. 443 cgi - bin/ s_home. cgi
N
18
WHAT'S NEW ? WHAT'S COOL ? DESTINATIONS NET SEARCH PEOPLE SOFTWARE
MaxSite
imv internet
Welcome Big Apple Office Furniture !
Listed below are the pages currently included in your site. Use the buttons to the right to perform the specific task indicated on a certain page. You must use your browser's back button to return to this menu.
Company Profile | View Page | Edit page | Delete Page
Retail or Wholesale ? | View Page | Edit page | Delete Page
Information Request | View Page | Edit page | Delete Page
Document Done

FIG. 3B

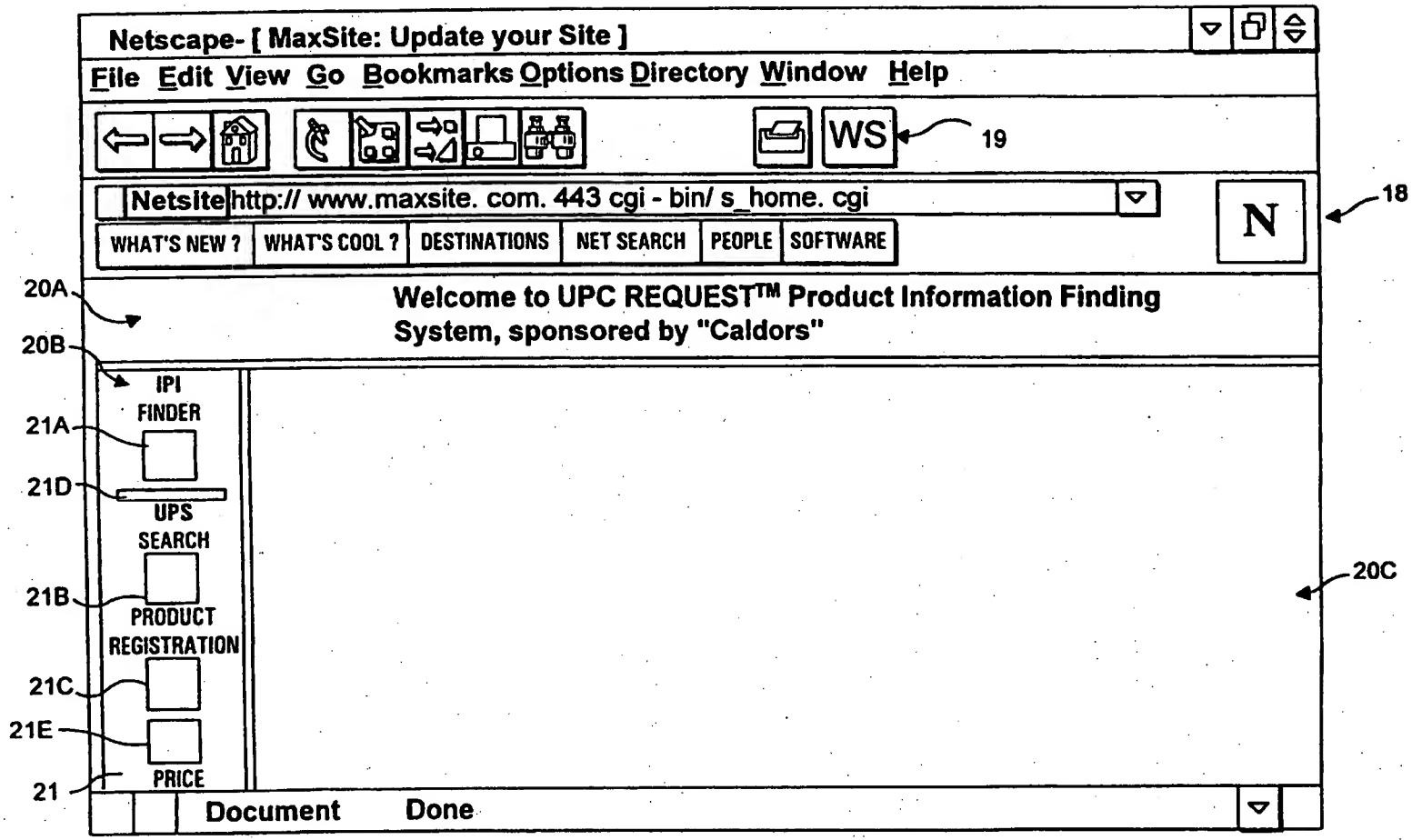

Netscape- [MaxSite: Update your Site]
File Edit View Go Bookmarks Options Directory Window Help
WS
19
Netsite http:// www.maxsite. com. 443 cgi - bin/ s_home. cgi
N
18
WHAT'S NEW ?
WHAT'S COOL ?
DESTINATIONS
NET SEARCH
PEOPLE
SOFTWARE
20A
Welcome to UPC REQUEST™ Product Information Finding System, sponsored by "Caldors"
20B
IPI FINDER
21A
21D
UPS SEARCH
21B
PRODUCT REGISTRATION
21C
21E
PRICE
21
20C
Document Done

FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail Address	Status
7/18908/17674/0	APPLE COMPUTER, INC. CUPERTINO, CALIF.	POWER MAC. 7600/120 PERSONAL COMPUTER	http://www.power./pc	POWER MAC.		
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http://www.tooth.p./pc	CREST		
3/12547/68404/0	WARNER WELCOME	ACID REDUCER	http://www.zantac./pc	ZANTAC, ZANTAC 75		
0/00005/17643/4	KODAK, INC.	FILM PROCESSING	http://www.kodak./pc	KODAK		
⋮	⋮	⋮	⋮	⋮	⋮	⋮
0/27242/51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com./pc	SONY		

FIG. 4A1

URL_i	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA-NEOUS INFORMATION FIELD	PRODUCT ADVERTI-SEMENT INFORMATION FIELD
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG. 4A2

I P / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COLA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
⋮	⋮	⋮	⋮	⋮	⋮

FIG. 4B

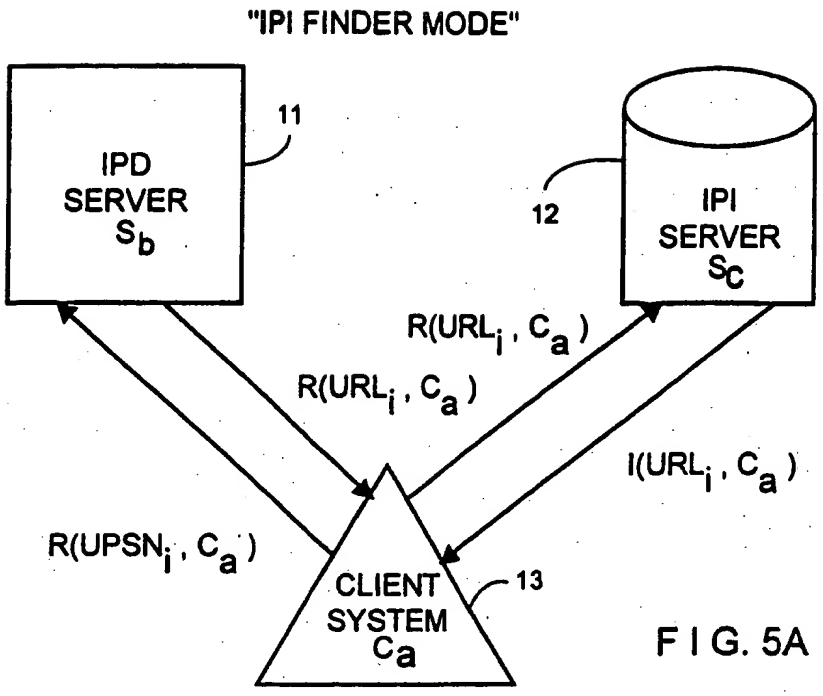

"IPI FINDER MODE"
IPD SERVER S_b
11
IPI SERVER S_C
12
$R(URL_i, C_a)$
$R(URL_i, C_a)$
$I(URL_i, C_a)$
$R(UPSN_i, C_a)$
CLIENT SYSTEM C_a
13

FIG. 5A

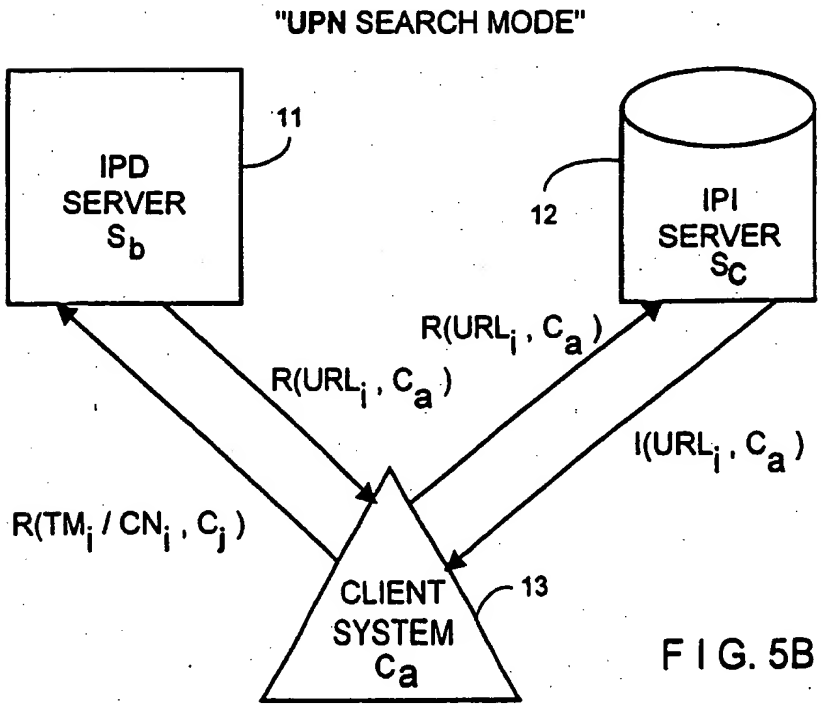
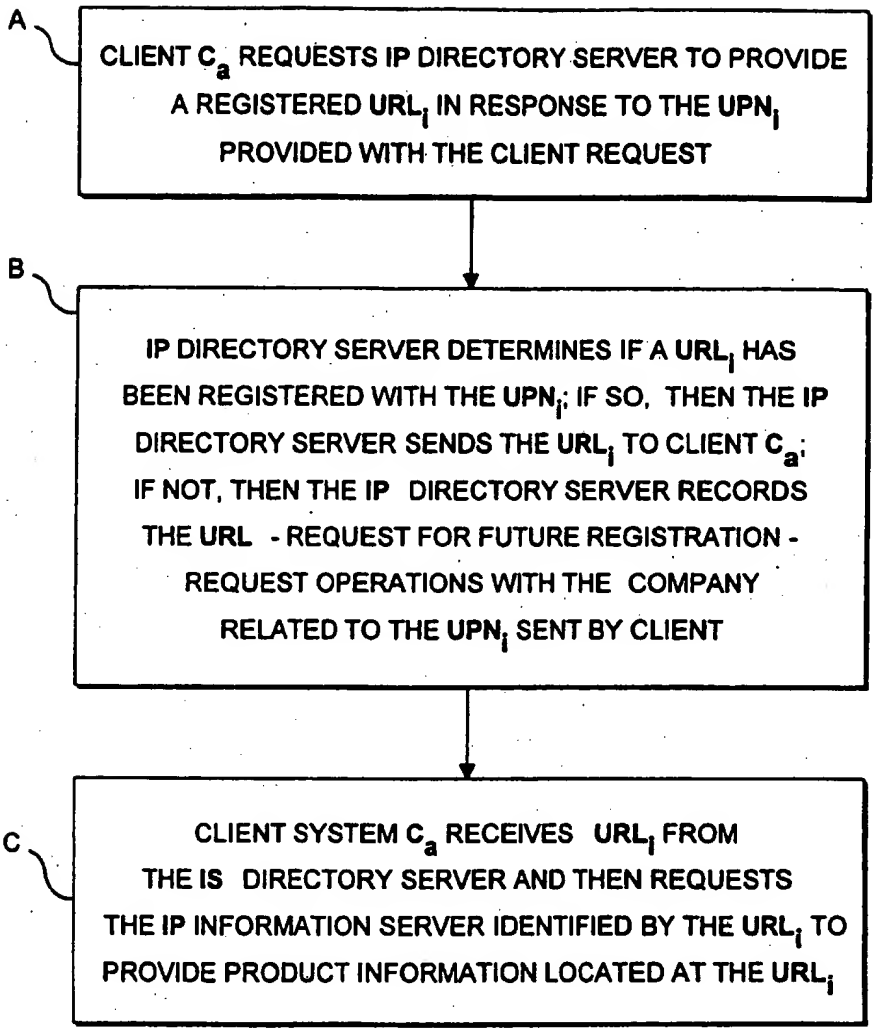
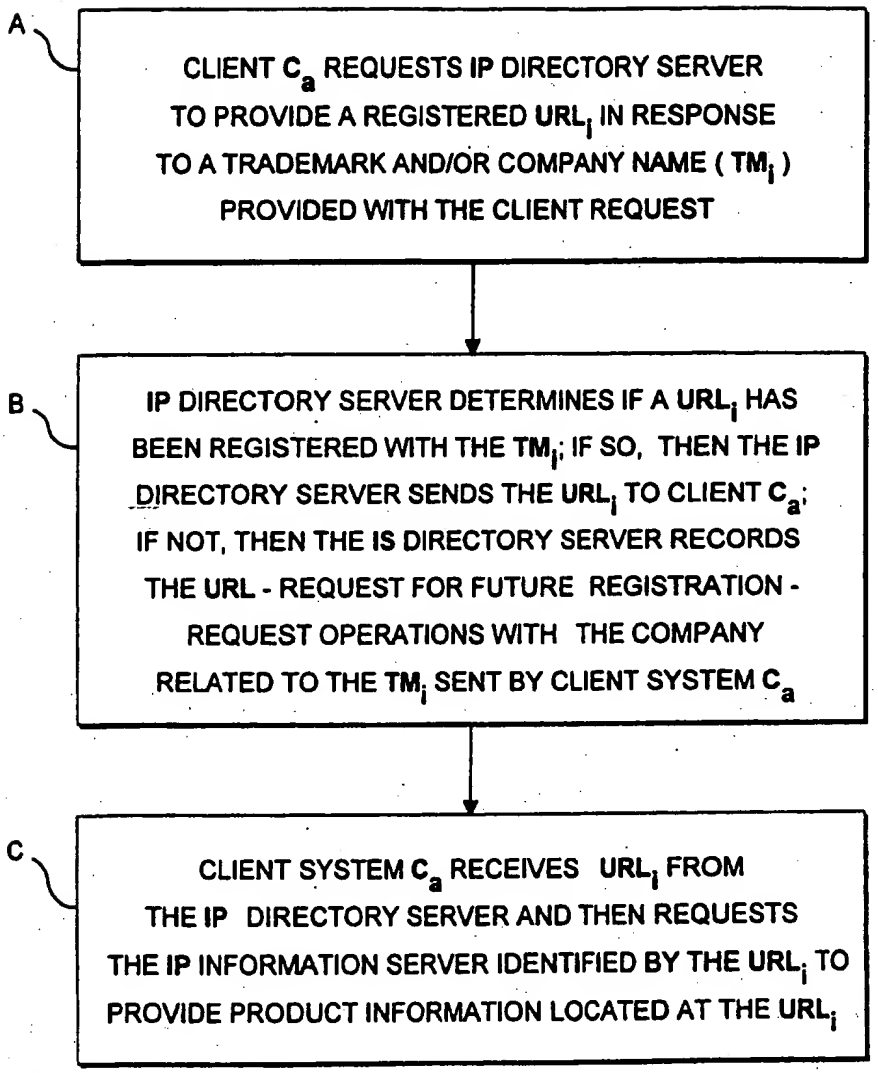

"UPN SEARCH MODE"
IPD SERVER S_b
11
IPI SERVER S_C
12
$R(URL_i, C_a)$
$R(URL_i, C_a)$
$I(URL_i, C_a)$
$R(TM_i / CN_i, C_j)$
CLIENT SYSTEM C_a
13

FIG. 5B



"IPI FINDER MODE (FIG. 5A)"

FIG. 6A



"UPN SEACH MODE (FIG. 5B)"

FIG. 6B

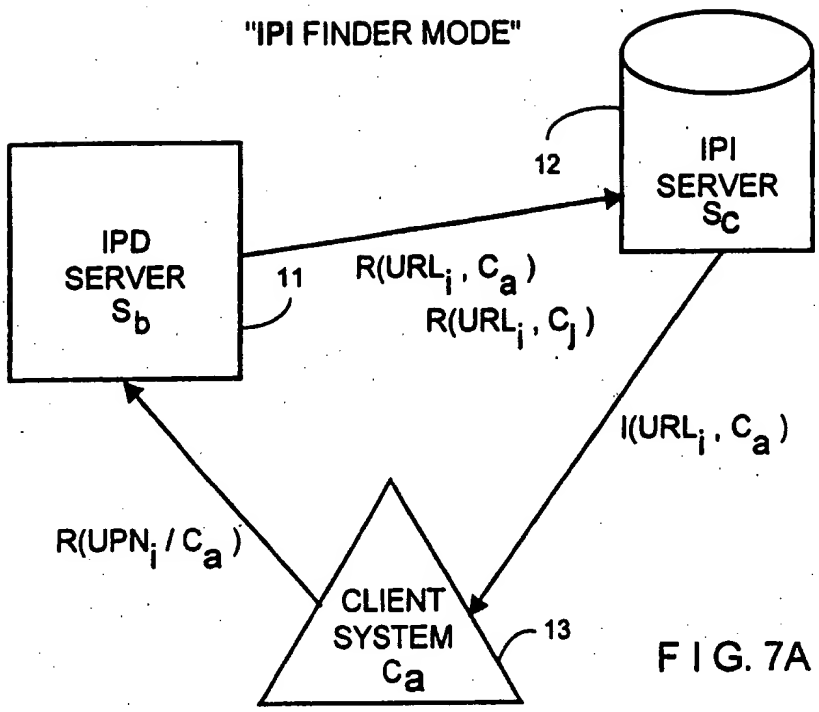

"IPI FINDER MODE"
IPD SERVER S_b
IPI SERVER S_C
12
11
$R(URL_i, C_a)$
$R(URL_i, C_j)$
$I(URL_i, C_a)$
$R(UPN_i / C_a)$
CLIENT SYSTEM C_a
13

FIG. 7A

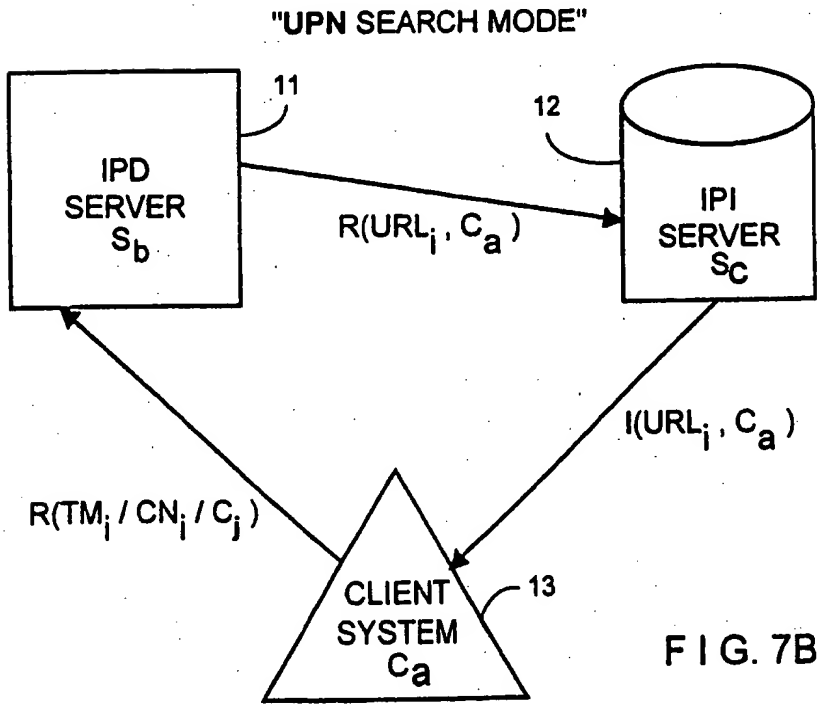
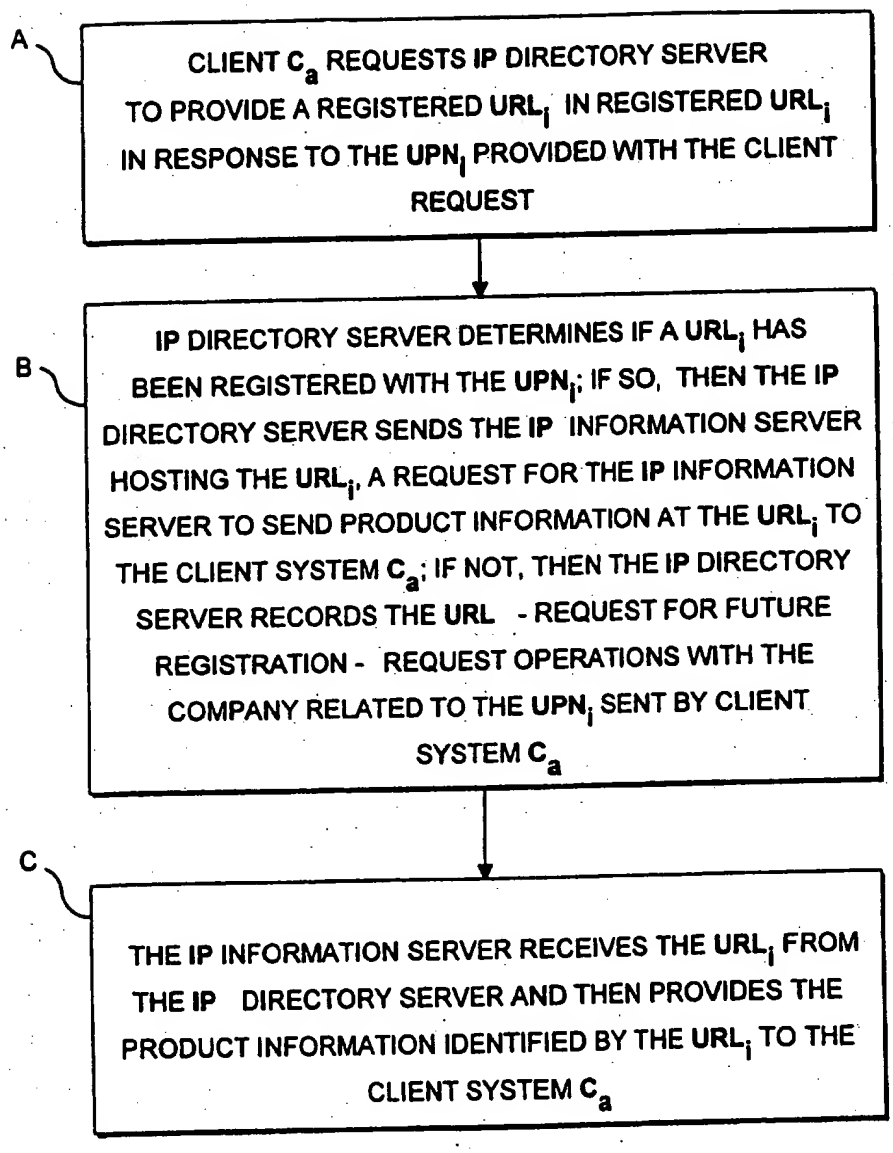

"UPN SEARCH MODE"
IPD SERVER S_b
IPI SERVER S_C
11
12
$R(URL_i, C_a)$
$I(URL_i, C_a)$
$R(TM_i / CN_i / C_j)$
CLIENT SYSTEM C_a
13

FIG. 7B



"IPI FINDER MODE (FIG. 7A)"

FIG. 8A

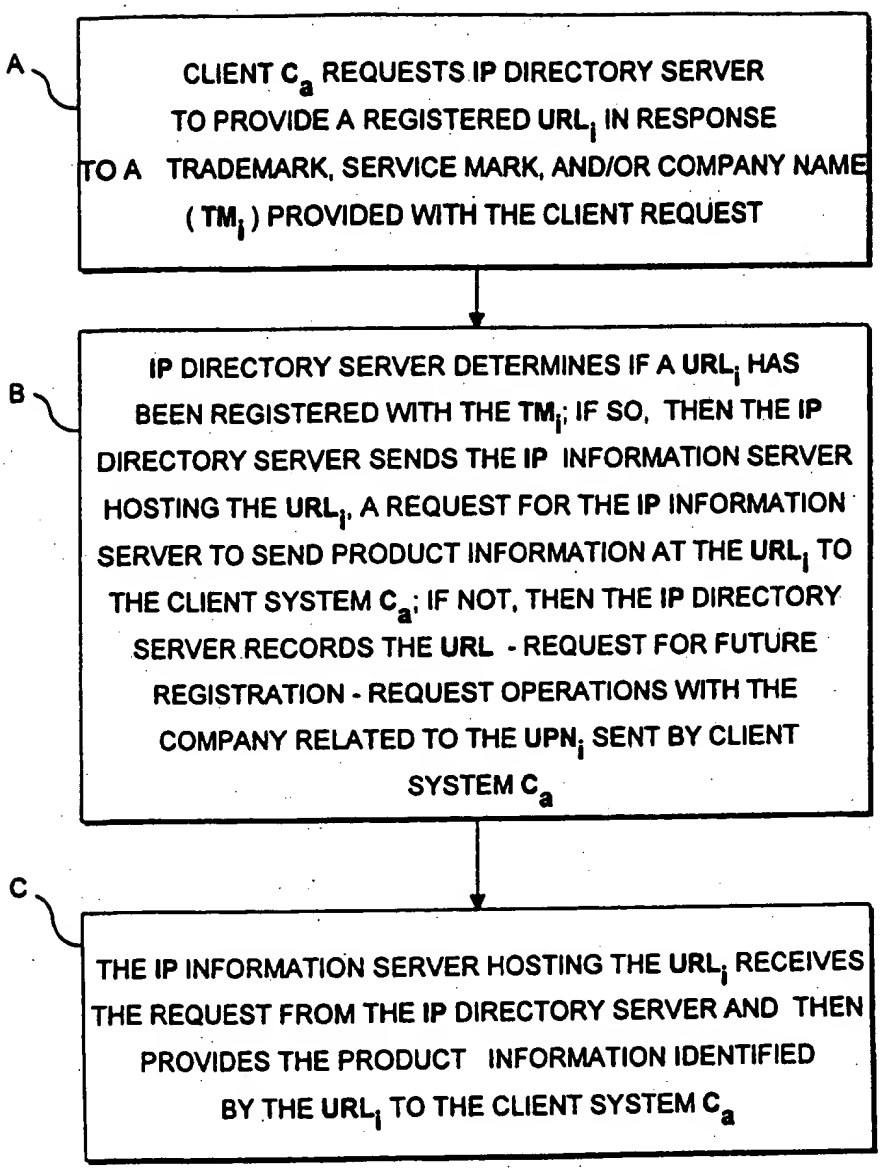

A
CLIENT C_a REQUESTS IP DIRECTORY SERVER TO PROVIDE A REGISTERED URL_i IN RESPONSE TO A TRADEMARK, SERVICE MARK, AND/OR COMPANY NAME (TM_i) PROVIDED WITH THE CLIENT REQUEST
B
IP DIRECTORY SERVER DETERMINES IF A URL_i HAS BEEN REGISTERED WITH THE TM_i; IF SO, THEN THE IP DIRECTORY SERVER SENDS THE IP INFORMATION SERVER HOSTING THE URL_i, A REQUEST FOR THE IP INFORMATION SERVER TO SEND PRODUCT INFORMATION AT THE URL_i TO THE CLIENT SYSTEM C_a; IF NOT, THEN THE IP DIRECTORY SERVER RECORDS THE URL - REQUEST FOR FUTURE REGISTRATION - REQUEST OPERATIONS WITH THE COMPANY RELATED TO THE UPN_i SENT BY CLIENT SYSTEM C_a
C
THE IP INFORMATION SERVER HOSTING THE URL_i RECEIVES THE REQUEST FROM THE IP DIRECTORY SERVER AND THEN PROVIDES THE PRODUCT INFORMATION IDENTIFIED BY THE URL_i TO THE CLIENT SYSTEM C_a
*UPN SEARCH MODE (FIG. 7B)

FIG. 8B